

IN THE SPECIFICATION

Please replace the paragraph at page 9, paragraph [0024], with the following rewritten paragraph:

[0024] The map data base 20 stores therein map images to be provided for the mobile phone 30. All of the map images stored in the ~~network~~map data base 20 according to the present embodiment are oriented so that the direction of north in each map image is in correspondence with the upper side of the display unit when being displayed in the display unit.

Please replace the paragraph at page 9, paragraph [0025], with the following rewritten paragraph:

[0025] The map image extracting unit 110 obtains a map request from the mobile phone 30 via the communicating unit 100. The map request indicates that a map showing a route to a destination desired by a user is requested. The map image extracting unit 110 then extracts a map image of the area indicated by the map request, from the ~~network~~map data base 20. The map image extracting unit 110 further rotates the extracted map image so that the upper side of the display unit 32 of the mobile phone 30 is in correspondence with the direction of the destination. With this arrangement, it is possible to have a map image displayed on the display unit 32 of the mobile phone 30 in such a manner that the direction of a destination is always positioned at the upper side of the display unit 32.

Please replace the paragraph at page 10, paragraph [0028], with the following rewritten paragraph:

[0028] Fig. 2 schematically shows the data configuration of the landmark table 120 described with reference to Fig. 1. The landmark table 120 shows, in correspondence, pieces

of area information and landmarks. Each of the pieces of area information indicates, for example, an area having a predetermined size, like A Ward or B Ward. Each of the landmarks is a building that can be visually recognized by a user from a corresponding area, like "*** Tower". According to this arrangement, when the location point of the ~~portable terminal~~mobile phone 30 is in A Ward, for example, the target object selecting unit 102 selects "*** Tower" as an appropriate landmark. In other words, the map providing apparatus 10 provides a piece of reference direction information that uses "*** Tower" as the target object for the ~~portable terminal~~mobile phone 30.

Please replace the paragraph at pages 12-13, paragraph [0036], with the following rewritten paragraph:

[0036] When the reference direction has been specified through the processing described above, the map direction specifying unit 108 then specifies a map direction (step S128). More specifically, the map direction specifying unit 108 specifies the map direction based on a rotation angle by which the map image extracting unit 110 has rotated the map image extracted from the ~~network~~map data base 20. Next, the map image editing unit 106 puts the target object into the map image, based on the map direction specified by the map direction specifying unit 108 and the reference direction specified by the reference direction specifying unit 104 (step S130). Subsequently, the communicating unit 100 transmits the map image into which the map image editing unit 106 has put the target object, to the mobile phone 30 (step S140). The mobile phone 30 displays the received map image on the display unit 32 (step S150). Thus, the map providing processing is completed.

Please replace the paragraph at page 16, paragraph [0046], with the following rewritten paragraph:

[0046] Fig. 7 is a drawing of a landmark image 322 being displayed on the display unit 32. When a landmark is selected during the target object selecting processing (step S120) explained using Fig. 3, the landmark image ~~3w2-322~~ 322 is to be displayed. At this time also, the map image 300 is displayed in such a manner that the direction of the destination is in correspondence with the upper side of the display unit 32, like the map image 300 explained using Fig. 5. A target object display area 320 is provided around the map image 300. The landmark image 312 is arranged to be at such a position that the direction of the landmark image 322 with respect to the center of the display unit 32 is in correspondence with the direction of the actual landmark with respect to the center of the display unit 32.

Please replace the paragraph at page 17, paragraph [0048], with the following rewritten paragraph:

[0048] Fig. 8 is a drawing of a moon image 330 being displayed on the display unit 32. When the moon is selected during the target object selecting processing (step S120) explained using Fig. 3, the moon image 330 is to be displayed. At this time also, like the displayed image explained using Fig. 7, the instruction box 314 is provided. Within the instruction box 314, the moon image 330 is ~~displayed at a position that is in correspondence with the reference direction with respect to~~ on the left of the map image 300. In this case also, the user holds the mobile phone 30 so that the upper side of the mobile phone 30 is positioned to his/her fore. The user then changes the orientation of his/her body so that he/she sees the moon to his/her left. This way, the user is able to understand the directions in the map image. As explained so far, it is possible for the user to easily understand the

directions on the map, also when the moon image 330 is used, like when the shadow image 310 is used and when the landmark image 322 is used.

Please replace the paragraph at page 18, paragraph [0050], with the following rewritten paragraph:

[0050] The map providing program that executes the ~~document management~~ processing map providing processing that is performed by the map providing apparatus 10 and has been explained above is provided as being recorded on a computer-readable recording medium such as a CD-ROM, a floppy (registered trademark) disk (FD), a DVD, or the like, in an installable format or in an executable format.

Please cancel the original Abstract at page 29, lines 1-23 in its entirety, and insert therefor the following replacement Abstract on a separate sheet as follows: